

BC FINANCIAL SERVICES AUTHORITY

**IN THE MATTER OF THE REAL ESTATE SERVICES ACT,
SBC 2004, c 42 as amended**

AND

IN THE MATTER OF

**SHOUXIN JIAO
(156729)**

NOTICE OF ADMINISTRATIVE PENALTY

[This Notice has been redacted before publication.]

The Superintendent of Real Estate (“Superintendent”) of the BC Financial Services Authority (“BCFSA”) issues this Notice of Administrative Penalty (“Notice”) pursuant to sections 57(1) and (3) of the *Real Estate Services Act*, SBC 2004, c 42 (“RESA”).

TAKE NOTICE that the Superintendent is satisfied that you have contravened one or more provisions designated as subject to administrative penalties under section 56(1)(a) of the RESA and section 26 of the *Real Estate Services Rules* (“Rules”), collectively, the “Designated Provisions”.

TAKE NOTICE the Superintendent is imposing the following administrative penalties based on your having contravened the Designated Provisions:

1. Real Estate Services Rule: Section 40(2) First contravention: Yes; Penalty: \$1,000.

Details: You failed to disclose your brokerage name on your Instagram and X accounts. Despite the non-compliance warning period ending by October 22, 2025, you have failed to correct this non-compliance in respect of your X account as of the date of this Notice.

2. Real Estate Services Rule: Section 40(3)(b) First contravention: Yes; Penalty: \$1,000.

Details: You failed to note your BCFSA registered name, “Juliana Jiao Personal Real Estate Corporation” on your Instagram page, website, Facebook, and X pages. Despite the non-compliance warning period ending by October 22, 2025, you have failed to correct this non-compliance in respect of your X account as of the date of this Notice.

3. Real Estate Services Rule: Section 41 First contravention: Yes; Penalty: \$1,000;

Details: You included false or misleading statements in your advertising when you failed to qualify the following particulars:

- “Top Agent” on your Instagram Account
- “Downtown Vancouver’s #1 Female Luxury Agent” on your website
- “downtown Vancouver’s #1 Female Luxury residential and commercial real estate agent” on your website
- “#1 Top Selling Female Agent” on your website
- “#2 Top Selling Luxury Agent” on your website
- “Award-Winning Realtor” on your Facebook page
- “#1 Listing Agent of \$4 million+ dollar properties in Coal Harbour and of \$3 million+ dollar homes in downtown Vancouver since 2015” on your LinkedIn profile

4. Real Estate Services Rule: Section 42.2(1)(a) First contravention: Yes; Penalty: \$1,000;

Details: You represented yourself as a single entity under the unregistered team name, “Juliana Jiao Luxury Real Estate Group”, on your website, Facebook and LinkedIn pages. You also represented yourself as a single entity under the unregistered team name, “Vancouver’s Premier Luxury Real Estate Group”, on your website.

(Collectively the “Contraventions”).

Total administrative penalties: \$4,000

TAKE FURTHER NOTICE you may respond to this Notice by requesting an opportunity to be heard as follows (a “Reconsideration Request”):

- Time limit:* You must deliver any Reconsideration Request so that BCFSa receives it within thirty (30) calendar days of the date you received this Notice (the “Response Deadline”).
- Format:* A Reconsideration Request Form must be completed.
- Content:* A Reconsideration Request should explain how you exercised due diligence to prevent contravention of the Designated Provisions. You may also provide any other information you believe the Superintendent should consider.
- Delivery:* A [Reconsideration Request](#) may be delivered by email to apreconsiderations@bcfsa.ca and/or delivered to BCFSa’s offices at 600 – 750 West Pender Street, Vancouver, BC V6C 2T8, Attention: Legal Services – Reconsiderations.

The date you received this Notice is the earliest date on which:

- the Superintendent personally served you with the Notice (s 57(3)(a) or (b) of the RESA);
- the Superintendent provided “substituted service” by a method provided for in a court order (s 12 of the RESA); or
- the Superintendent provided this Notice to Canada Post for delivery to your mailing address (ss. 18 and 19 of the Rules). This will normally also be the day it was emailed to you.

If BCFSa receives your Reconsideration Request by the Response Deadline, the Superintendent will consider your Reconsideration Request and may cancel or confirm each of the administrative penalties. If BCFSa confirms an administrative penalty, payment is due immediately.

TAKE FURTHER NOTICE if you fail to deliver a Reconsideration Request by the Response Deadline, you are deemed to acknowledge your having contravened the specified Designated Provisions (s 57(2)(d) of the RESA).

TAKE FURTHER NOTICE that unless you deliver a Reconsideration Request by the Response Deadline, you must pay the administrative penalties within thirty (30) calendar days of the date you received this Notice. The Reconsideration Request may be by email or otherwise in writing and should attach or include information respecting the due diligence exercised to avoid the contravention, any extenuating circumstances that prevented compliance, and any other information that you wish BCFSa to consider.

Dated this 12th day of January, 2026 at the City of Vancouver, British Columbia.

Superintendent of the BC Financial Services Authority

“Original signed by Raheel Humayun”

Per: Raheel Humayun
Delegate of the Superintendent of Real Estate
Province of British Columbia